**NEWS: DEFINITION, FUNCTIONS, ELEMENTS**

**News can be defined as:**

* Information about recent events or happenings, especially as reported by means of newspapers, websites, radio, television, and other forms of media.
* A presentation of such information, as in a newspaper or on a newscast: *watched the evening news.*
* New information of any kind: *The requirement was news to him.*

**News** is [information](https://en.wikipedia.org/wiki/Information) about current events. This may be provided through many different [media](https://en.wikipedia.org/wiki/Media_(communication)): [word of mouth](https://en.wikipedia.org/wiki/Word_of_mouth), [printing](https://en.wikipedia.org/wiki/Printing), [postal systems](https://en.wikipedia.org/wiki/Postal_system), [broadcasting](https://en.wikipedia.org/wiki/Broadcasting), [electronic communication](https://en.wikipedia.org/wiki/Electronic_communication), or through the [testimony](https://en.wikipedia.org/wiki/Testimony) of observers and [witnesses](https://en.wikipedia.org/wiki/Witness) to events.

**News is everywhere**

News is anything you want to know, but didn't know already. It comes from everywhere, and the very width and depth of news is expanding at an exponential rate.

This is the real challenge for publishers. They used to define news in a very narrow form. It was about politics, crime, foreign affairs, sport etc. And it was only the type of news that appealed to a generalized mass-marked audience.

Common topics for news reports include war, government, politics, education, health, the environment, economy, business, fashion, and entertainment, as well as athletic events, quirky or unusual events. [Government](https://en.wikipedia.org/wiki/Government) proclamations, concerning royal ceremonies, laws, taxes, public health, and criminals, have been dubbed news since ancient times. Humans exhibit a nearly universal desire to learn and share news, which they satisfy by talking to each other and sharing information. Technological and social developments, often driven by government communication and espionage networks, have increased the speed with which news can spread, as well as influenced its content. The genre of news as we know it today is closely associated with the [newspaper](https://en.wikipedia.org/wiki/Newspaper), which originated in China as a court bulletin and spread, with [paper](https://en.wikipedia.org/wiki/Paper) and [printing press](https://en.wikipedia.org/wiki/Printing_press), to [Europe](https://en.wikipedia.org/wiki/Europe).

**PURPOSE AND FUNCTIONS OF NEWS**

1. Informing
2. Educating
3. Guiding
4. Entertaining,
5. Interpreting
6. Forming opinions
7. Spreading awareness
8. Advertising
9. **Informing the audience**: news helps in informing people of what is going around them in the world. It covers the entire serious topic that every individual has right to know for the better living. Here topics like politics, business, education, foreign affairs, weather forecasts etc all are covered. News helps us to inform complicated processes in a simple way.
10. **Educating the audience**: as discussed above news is used to inform people it is also used to educate them on the matter which is directly or indirectly related to them. For instance, there is a happening going on GST in India but many are not aware of exactly what is it so news helps us to educate on such topics and how it will affect us and others. Editorials and columns help us to educate ourselves on those topics which we might not acquire easily.
11. **Guiding the audience**: As we all know now from the above points that it helps people inform and educate there comes guidance through the news. Once the audience is informed, educated on certain issues then it helps people in guiding but is right and what is wrong with them. It is a great source of influence on people. Once the audience is influenced and start to follow and believe whatever is said by the news is right then the mission guidance is achieved.
12. **Interpreting facts and news**: people have the tendency to believe written things as it is believed that anything in written form as more authenticity. Every reporter must keep in mind to collect their information from different sources before conveying it to the audience. Before informing it to the audience reporter must go through all the facts required in the story and interpret them accordingly. The facts must be interpreted carefully to influence audience rightly and persuade them in the right direction. A good news means every fact and figure must be looked after keenly and presented in the news appropriately.
13. **Source of entertainment:** People who have little knowledge of news would think it carries only serious topics but to balance out its serious nature it tends to also serve as an entertainment source. This news is usually read, heard and seen in the leisure time. It covers that news which is light in nature news on fashion, movie reviews, hobby columns, sports news etc. Entertaining news is gaining a great number of audience as it is attractive in nature.
14. **Forming opinions:** once the news is published in a newspaper or broadcasted on television then it acts as the agent of forming opinions. News helps people to build their opinion on the information given by the news. For example after the incident of 11 September people were influenced by the media and started to have a kind of Islamophobia and started believing that all Muslims are terrorists. Also during elections media displays each party in such a way that it creates an image of each party differently and affect people’s opinions. One more example would be if repetitively we view one product we tend to form an opinion about it and then take action according to our opinions.
15. **Spreading Awareness:** it helps in spreading awareness regarding what is going on around the world on serious topics. Politics, health, business and other people-oriented matters. For say if there is a disease spreading all over a nation then the news plays important role spread awareness on it and how to prevent ourselves from it. To provide a good news reporter must look into the matter keenly and increase people’s awareness on such issues.
16. **Advertising**: At times it happens many news channel show one thing in a repetitive mode. Therefore it is easy to understand that it is an advertisement of certain things as it is commercially oriented. Many times there are messages conveyed which are of public service and for public awareness such as the message on family planning, safety while driving, blood donation etc but at times the advertisement is commercially oriented meaning on some products. The advertisement is disliked by many as people believe when news channels start to show more advertisement they lose their value and forget what their actual duties are.

**ELEMENTS OF NEWS**

What makes a story newsworthy? Pay close attention to these 10 elements of newsworthiness to see which apply to your particular announcement. Good news stories have more than one of these elements.

1. **Proximity**

Location, location, location: If an event is happening nearby, it will impact the audience more than if it were happening somewhere else that doesn't affect them as much – say, in another state or another country.

1. **Prominence**

A well-known person, place, or event has a stronger news angle than something that the audience isn’t familiar with. A guest speaker visiting your local elementary school to take over story time doesn't resonate with many people ... unless that speaker is Oprah.

1. **Timeliness**

Current news has more impact than something that happened yesterday or last week. The news media loses interest quickly and past events become stale when there's always fresh news somewhere.

1. **Oddity**

If something is unusual, shocking, or bizarre, the strangeness alone could make it newsworthy.

1. **Consequence**

If the impact of an event may directly affect readers, they'll want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation.

1. **Conflict**

Audiences are always interested in disagreements, arguments, and rivalries. If an event has a conflict attached to it, many consumers will be interested on that basis alone. Let's not forget that it's human nature to choose sides and stand up for that choice. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics, and even struggles against nature, animals, or outer space.

1. **Human interest**If a situation draws any sort of emotional reaction, it might contain the news element of a human-interest story. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring comeback accounts, or infuriating reports of incompetence on the part of a public figure.
2. **Extremes/superlatives**  
   Reporters and audiences might be interested in the first, the best, the longest, the smallest, the highest – if you can legitimately claim one. Be careful. Do not overly focus on this, create hyperbole, or exaggerate claims. Dishonesty here will come back to bite you.
3. **Scandal**

Everyone loves to hate on the philandering congressman who sends inappropriate pictures under an absurd virtual handle. Reporters want a scoop on scandal.

1. **Impact**

Whether it's a peaceful protest that encompasses five city blocks or a 52-car pileup on the pike, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by the event will affect its newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of Ebola. To make a factual news, you need to know:

* Who?
* What?
* When?
* Where?
* Why?
* How?